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J. A. McDougall, MAYOR OF EDMONTON

Cable Address  
"NOLLIVER" Edmonton

Telephone Connection

BRANCHES :  
Paris, London, New York,  
Moscow, Nijny, Nicolaiev, Leipzig,  
Montreal, Quebec, Khabarosk,  
Bokhara, Prince Albert, Chicago.

Compliments of



Edmonton

- Alberta.



P. MCNAUGHTON, PUBLIC WORKS COMMISSIONER



ALEX. BUTCHART, FINANCE COMMISSIONER

Phone 2222

## Windsor Livery

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For

Cabs, Victorias, Coupe,  
Surry or First Class  
Single Turnout

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First Door South of Windsor Hotel

J. H. MCKINLEY, Prop.

## FIVE ROSE FLOUR

5

Ring up your grocer for this brand  
of Flour, or call 1814 for Flour,  
Feed, Seeds and Poultry supplies.  
Bird Seed, Grit and Cuttle Bone,  
also Spratts dog Biscuits, vegetables  
of all kinds. We carry the best  
lines only.

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Potter & MacDougall

Phone 1814

Address, 80 McDougall Ave.

15 JUN



Ald. ROBERT LEE



Ald. THOS. BELLAMY  
Ald. ROBERT MANSON



Ald. DR. H. L. McINNIS

## The Harness Equipment

Of the Edmonton Fire Brigade is second to none on the American continent. This is a broad statement, but easily verified, if you don't believe it, ask the Chief.

### Every Set

Of this harness was supplied by THE GREAT WEST SADDLERY CO., LTD., in open competition.

MORAL.—When you want the best goods on the market, at a price equivalent to their value, try

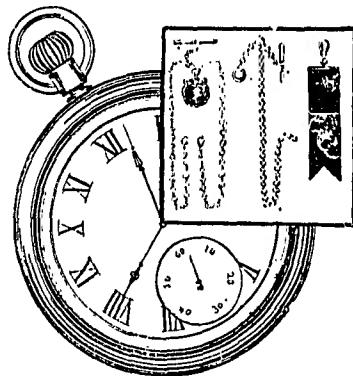
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THE  
**Great West Saddlery Co.**  
Limited  
Edmonton, Alberta.

Established 1886

## Jackson Bros.

The Leading Jewelers



Stock the largest and best and most reasonable  
in price

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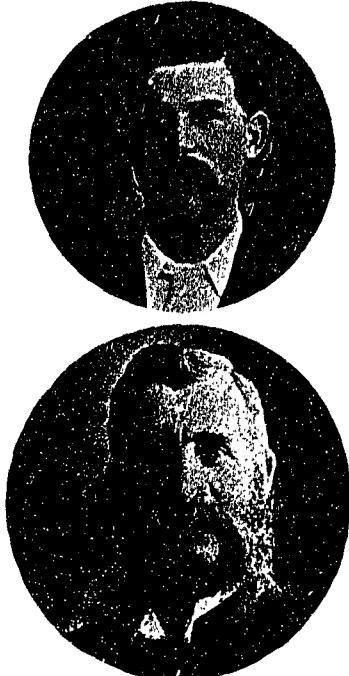
303 Jasper Ave. Cor. of Queens.  
Watch Experts

Phone 1747

Marriage Licenses Issued



ALD. CAMERON ANDERSON

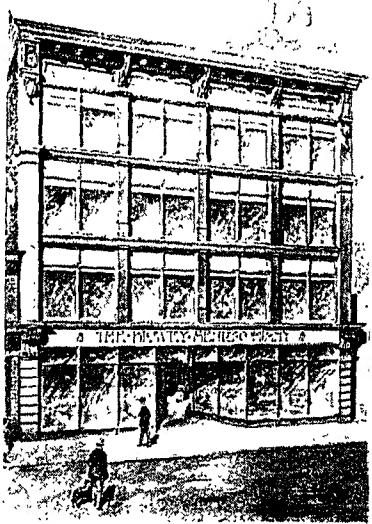


ALD. G. S. ARMSTRONG  
ALD. D. R. FRASER



ALD. WILFRID GARIEPY

F U R N I T U R E



THE BEST IN THE WEST

We carry the largest and most complete stock of Furniture and House Furnishings in the West.

**Blowey-Henry Co.**  
EDMONTON

C A R P E T S E T C



THOS. BURT, PROPRIETOR

THE  
**A. Macdonald Co.**  
Edmonton, Alberta

**Wholesale Grocers  
and Importers**

Head Office—Winnipeg, Man.

BRANCHES—Kenora, Ont., Fernie, B.C., Saskatoon, Sask.,  
Nelson, B.C., Vancouver, B.C.

# EDMONTON

## SOME OF ITS OUTSTANDING FEATURES

E

DMONTON is not a prairie city. It is situated 150 feet above the North Saskatchewan River bed and some 2,158 feet above the level of the sea. The surrounding country is park-like in appearance and very pleasing and restful to the eye. The view obtained of the Saskatchewan River valley at Edmonton is a magnificent one and compares with the scenery as seen at Quebec and Ottawa for its effectiveness and the lasting impression conveyed to the mind of the observer.

For a man looking for a permanent location for himself and family, Edmonton offers inducements that are worth noting, more especially when comparing Edmonton with the other progressive cities of Western Canada.

Being the capital city of the Province of Alberta and being the place at which the Governor of the Province must reside, Edmonton offers to a man fond of society and social functions great attractiveness.

On educational lines also, Edmonton is strong, for across the river in Strathcona is the Provincial University and in Edmonton itself is Alberta College, the High School and splendid public and private schools.

To the mechanic in a few years Edmonton will appeal strongly. The Grand Trunk Pacific shops are to be located in Edmonton as well as the Canadian Northern shops.

To the lumberman are the saw mills and timber limits. To the miner are the coal mines and coal lands. To the trader and trapper is the great north country with Edmonton as its outfit-

Phone 1551

P.O. Box 1878

## Campbell Furniture Company

Empire Block  
Edmonton, Alberta

Jasper Avenue

### Wholesale and Retail

House and Office Furnishers, Upholsters.  
Direct Importers of Linoleums,  
Carpets, Draperies, &c.

### PICTURES

## The Merchants Bank of Canada

ESTABLISHED - 1864

CAPITAL	-	-	-	\$6,000,000.00
RESERVE	-	-	-	\$4,267,400.00

A general banking business transacted

### Savings Bank Department

At all branches, where interest at highest rate is  
paid on deposits.

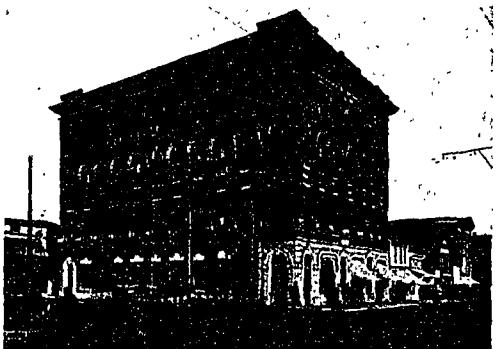
120 BRANCHES IN CANADA

18 BRANCHES IN ALBERTA

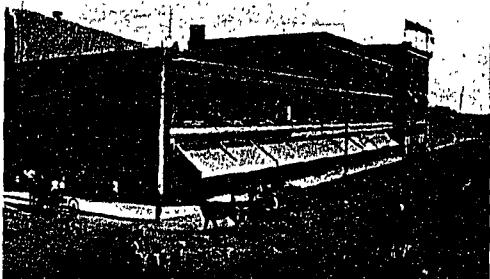
2 BRANCHES IN EDMONTON

A. C. FRASER, MANAGER  
EDMONTON ALBERTA

SEE CUT OF BUILDING ON ANOTHER PAGE



HUDSON BAY STORES  
EMPIRE BLOCK



ACME CO. AND REVILLON BROS.  
NORWOOD BLOCK AND BANK OF MONTREAL

## The Traders Bank of Canada

Incorporated by Act of Parliament, 1885.

CAPITAL PAID UP	\$ 4,300,000.00
RESERVE	\$ 2,000,000.00
TOTAL ASSETS OVER	\$33,000,000.00

### SAVINGS BANK DEPARTMENT

Deposits of \$1.00 and upwards received and interest compounded four times each year. If you have not started to save, why not do so to-day? We can assist you by allowing you the use of our Savings Department. Call and open an account even if it is only a small one.

H. C. ANDERSON, MANAGER

## A. Archibald's Drug Store

313 JASPER AVENUE E.

The largest and most handsome drug store in the west.

### Quality Our Aim.

Drugs, Druggist Sundries, Fine Toilet Articles, Manicure Sets.

#### SIDE LINES



Chocolates, Lambert's of New York, the finest in the world.

LADIES FINE HAND BAGS

Our store has a reputation for keeping the best of everything in Drugs and Sundries

## Edmonton Drug Co. Limited

F. W. RICHARDSON

154 Jasper Ave. E.

Edmonton, Alta.

## The Store of Quality

Bread and Cakes, Fresh Groceries, Fruits of all kinds, Home Made Candies, Everything guaranteed.

## Hallier & Aldridge

Phone 1327

223 Jasper Ave.

A. H. TAIT

R. G. LOWE

J. A. NETTERFIELD

## The Capitol Mercantile Co.

GROCERIES,  
MEATS AND PROVISIONS

PHONE 1514

COR. 4TH AND JASPER

ting centre. To the farmer are the Packing Plants and stock yards. To the explorer and prospector are the gold fields to the west and barren lands to the north east awaiting discovery and development.

Edmonton has at the present time a population somewhat over 20,000. It is a city of beautiful homes, churches, hospitals, schools and banks. The new post office about completed is a \$250,000 structure. The new court house will cost a like amount, the Parliament buildings \$1,250,000, the bank buildings run from \$40,000 to \$100,000, the public schools from \$20,000 to \$80,000, and private residences from \$5,000 to \$35,000. There are three fire halls, most modern and up-to-date. The streets are being paved and boulevardized as rapidly as possible. The street cars are now in operation between Edmonton and Strathcona. A modern city is being built in the centre of the Province of Alberta which bids fair to rank in growth with St. Paul, Minneapolis or Winnipeg. Once in each twenty years a new city of the 100,000 population class is in the

making, Edmonton is the coming city of the above class. What the city at present contains is given in more detail below, and the places mentioned should be visited by those desiring to get a correct impression of the city as a whole.

**Jasper Ave.**—Cecil Hotel, Grand Trunk Business College, the Theatre Block, Presbyterian Church, Hudson's Bay Stores, Acme block and stores, Windsor Hotel, McDougall and Secord block, Empire block, Orpheum Theatre, Elk's Club Rooms, Merchants Bank block, Grand Trunk Pacific offices, Bank of Montreal block, Norwood block, C. N. R. and C. P. R. offices, Gariepy and Lessard block, Imperial Bank block, Bank of Commerce, Johnstone-Walker Block, Sandison block, Bulletin block, Archibald's block, Alberta Hotel, Queens Hotel, Jasper House, Pendennis Hotel, McInnis Lumber Co., Alberta Lumber Co., Edmonton Bottling Works, Alexander Taylor school, Wize block, Bank de Hochelaga, Club Cafe.

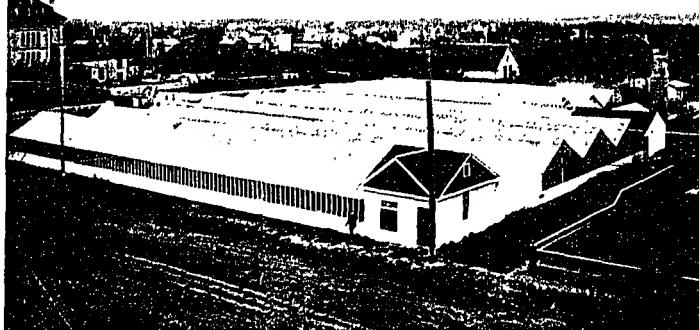
**First St.**—Incline Railway, Board of Trade Offices (where general information can be

THE BEST PLACE TO BUY

# Cut Flowers, Ferns, Palms, Flowering Plants

## Because

Our Greenhouses  
are the largest and  
most modern in  
Western Canada.



## Goods Shipped

To all points in  
the West reached  
by the railway.

A trial order will  
convince you. Do  
not fail to visit our  
houses when in the  
city.

## Ramsay's Greenhouses

COR. VICTORIA AVE. AND 11TH ST.

obtained and samples of grain, grasses, etc., are kept), Alberta College, Methodist Church, Ribchester's Carriage Works, Sommerville block, Journal block, St. James Hotel, C.N.R. station, Immigration Hall.

**Second St.**—Walter's Saw Mill, Exhibition Grounds, Revillon Bros. block, Masonic Hall, Custom House, Edmonton Cigar Factory, Thistle Rink, Edmonton Tent and Mattress Factory, Baptist Church, Castle Hotel, C. N. R. yards, Alberta Milling Co., Grain Elevators.

**Third St.**—Government House, All Saints' Church (English), Separate School, Sanitarium, Westward Ho! School (private), Mechanics' Hall, Wholesale houses (Third and Fourth streets), Richelieu Hotel.

**Fourth St.**—Power plant and water works, Mckay Ave. School, Water tower, No. 2 Fire Station, Wholesale Houses.

**Fifth St.**—Boulevarded and residential.

**Sixth St.**—Boulevarded and residential, Provincial Government office buildings.

-

**Seventh St.**—Boulevarded and residential, Cushing Bros., lumber yard.

**Eighth St.**—Boulevarded and residential, Parliament buildings at the south end.

**Ninth St.**—W. H. Clarke sash and door factory.

**Tenth St.**—Roman Catholic Church, Convent and School, C. P. R. freight sheds, Hudson's Bay Fort on the river bank.

**Victoria Ave.**—General Hospital, Ramsays Greenhouses, Land office, Mayor's residence.

**College Ave.**—High School, Edmonton Club, Splendid view of the valley.

**McDougall Ave.**—Grand View Hotel, Post Office, Telephone and City Waterworks Offices.

**Howard Ave.**—Saturday News Office, Y. M. C. A. building, Massey-Harris Implement building.

**Rice St.**—Bellamy's Implement House, Edmonton Printing and Publishing Co., Y. W. C. A., Market Square, Beals & Hoar Implement House, Great West Implement House.

## C. W. Campbell & Co. Bakers and Confectioners.

---

We lead in

### Groceries, Fruits and Confectionery.

When you want GOOD Bread, Cakes or Pastry come to us. Our home made Candies are manufactured on the premises; and guaranteed pure.

Ice Cream parlor and Tea Room the .....largest in the City.....



We cater for Banquets, Dinners, &c.

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## C. W. Campbell & Co. Bakers and Confectioners

Phone 1444

285 Jasper Ave. East

John Sommerville, Pres.    F. B. Sommerville, Sec.  
John Sommerville, Jr., Vice-Pres., Treas.

## The Sommerville Hardware Co., Limited

Wholesale and Retail  
Hardware

Hot Air Heating

Tinsmithing

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EDMONTON, ALBERTA

Phone 1927

P.O. Drawer 1887

**Peace Ave.**—Marble and Granite Works.

**Bellamy St.**—J. J. McLaughlin, manufacturing chemists building.

**Queen's Ave.**—Imperial Hotel, Queen's Avenue School, Presbyterian Church.

**Fraser Ave.**—Fire and City Hall, St. Elmo Hotel Salvation Army Barracks, Senate Hotel, Snowflake Laundry.

**Namayo Ave.**—D. R. Fraser and Co. lumber yards, Cushing Bros. sash and door factory, German Herald Office, Edmonton Iron Works, German Church, Merchants' Bank (east end branch.)

**Kinistino Ave.**—Public Hospital, No. 3 Fire Station, Various Mission Churches (east end.)

**Government Ave.**—Penitentiary.

**Norwood Boulevard**—Public School, Incinerator, Coal Mines.

**Fort Saskatchewan Road.**—Klondike Gardens, Seven Story Pork Packing Plant (the largest in Canada), Grand Trunk Pacific grading operations.

**Fraser's Flat**—Little's brick yard, Fraser's saw mill, Coal Mines.

**Ross Flat**—Campbell-Ottewell Flour Mill, Edmonton Brewing and Malting Plant, Huff Grading and Gold-washing plant, Edmonton Cement works, Edmonton Ice Co., Edmonton Hotel.

**South End of Bridge**—Cameron Hotel, Anderson Brick Yard, Coal Mines, Gallagher Hull Packing Plant, Sand-Lime Brick yards, Edmonton Saw mill and yards.



P. ED. LESSARD



J. H. GARIÉPY

## Gariepy & Lessard

Wholesale and Retail  
General Merchants...

Phone 1347

P. O. Drawer B.

157 Jasper Ave. E.

Corner of McDougall and Jasper Ave.  
EDMONTON, ALTA.

## W. H. Clark & Co.

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Manufacturers of

Sash, Doors, Turnings, Interior Finish.  
etc., Church Furniture,  
Store Fixtures.

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Dealers in

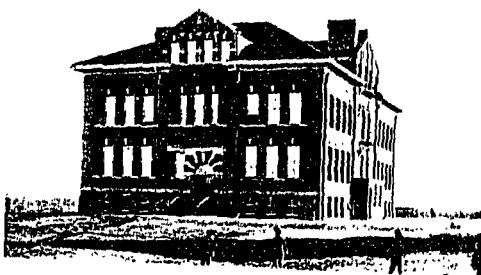
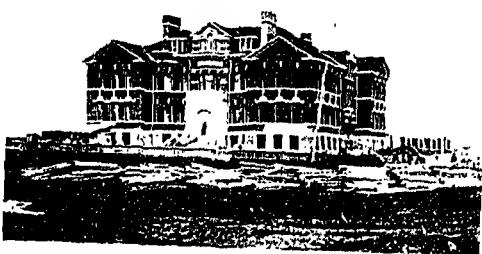
Native and Imported Lumber, Lath,  
Shingles, Cement, Lime,  
Hair, Etc.

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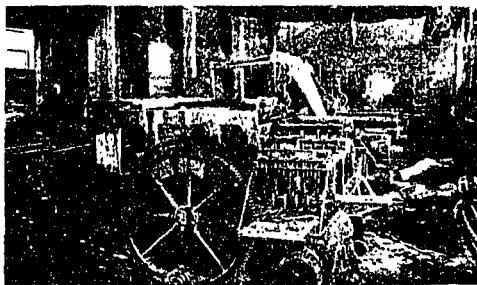
Factory, Yard and Office  
Ninth Street West, Edmonton

Phone 1216



NORWOOD PUBLIC SCHOOL  
MCKAY AVENUE PUBLIC SCHOOL

ALEXANDER TAYLOR PUBLIC SCHOOL  
QUEENS AVENUE PUBLIC SCHOOL



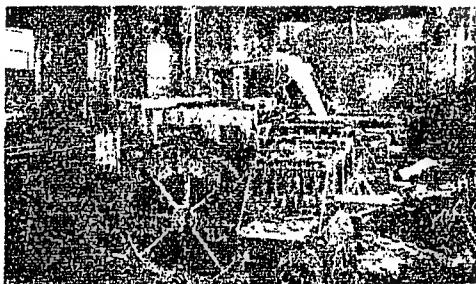
CHISHOLM BLOCK FIRE 1906  
BULLETIN PRESS ROOM AFTER THE 1907 FIRE



POST OFFICE FIRE 1906  
ROBERTSON HALL RUINS. 1906



R. G. DAVIDSON  
CHIEF OF THE FIRE DEPARTMENT



CHISHOLM BLOCK FIRE 1906  
BULLETIN PRESS ROOM AFTER THE 1907 FIRE



POST OFFICE FIRE 1906  
ROBERTSON HALL RUINS 1908



R. G. DAVIDSON  
CHIEF OF THE FIRE DEPARTMENT

# J. H. MORRIS & Co.

DEPARTMENTAL STORE

270-76 JASPER AVENUE EAST

Good Merchandise only, Quality Considered, our Prices are Always the Lowest.

---

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A Glimpse  
of our  
Grocery  
Department



Everything  
Fresh  
and Clean

Ladies' Ready-to-Wears, Dry Goods, Groceries, Boots and Shoes, Clothing  
and Gents Furnishings.



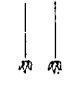
NO. 1 FIRE HALL—CORNER FRASER AVENUE AND RICE STREET

# EDMONTON

## OUR FIRE LADDIES

**E**

DMONTON'S fire brigade takes its birth from the year 1892 when the first volunteer corps was organized. The Volunteer system continued till April, 1906, when the paid system under the present popular and competent head of the department was organized and brought to its present state of perfection under his superintendence. Chief R. G. Davidson is regarded as one of the most efficient men in the employ of the city and citizens generally have the utmost faith in his ability.



### The Pioneer Member.

The pioneer member of Edmonton's Fire brigade, both volunteer and paid, is Tommy Lauder, now captain of the No. 1. station. Tom-

my Lauder was with the brigade at its inauguration and with the exception of one year he has been identified with it ever since.

It was on a bright mid-summer evening in June, sixteen years ago that the citizens of the town of Edmonton met at the office of P. Daly, who was then carrying on a drug business in the present Royal Shoe Store, Jasper Avenue east, "for the purpose of electing officers to manage and conduct the chemical engine, hook and ladder and general apparatus" which had just been purchased by the town council for the purpose of fire protection. Up to this time the town was at the mercy of the water bucket and the individual efforts of the residents.

### The First Apparatus.

The first apparatus consisted of a village manual ladder truck and a manual double forty



T. G. LAUDER, CAPTAIN NO. 1



DAVID EVANS, LIEUT. NO. 1 FIRE HALL

## D. R. Fraser & Co. Limited

The Oldest and Most Reliable Lumber Company in  
this District.

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Everything in LUMBER, ROUGH  
and DRESSED, WHOLESALE and  
RETAIL, SPRUCE and IMPORT-  
ED LUMBER. . . . .

Give us a trial order and we can give you  
entire satisfaction. All the best grades of  
BRITISH COLUMBIA, finished material  
kept in stock. We deliver promptly.....

---

## D. R. Fraser & Co. Limited

201 Namayo Avenue, Edmonton, Alta.

Phones: { Head Office and Yards 1630 P. O. Address,  
Saw Mills and Yards 2038 P.O. Drawer 26

## Duncan Bros. & Butters

DEPARTMENT STORE

Jasper Avenue Cor. First Street

---

Importers and Dealers in  
General Merchandise.....

---

"Goods of best quality at right prices,"

Yards and Office, Government Ave.  
Fraser's Flat.

## J. B. LITTLE

Manufacturer of

---

All Kinds of Stamp Brick

---

Also Manager for the EDMONTON BRICK YARD



W. J. HENDERSON



J. WATSON



H. WHITEHEAD



J. STEDMAN



G. SOUTHGATE

gallon cylinder chemical. These were stored in a shed at the rear of the new block erected by the Blowey-Henry Co. on Jasper Avenue E. To this rendezvous all the citizens flocked when the call of fire rang out in the early day of the city.

### **The Present Central Hall.**

In 1893 the present hall at the corner of Fraser Avenue and Rice Street was built and in the fall of that year the apparatus was moved to that building. In October a steam engine and two hand hose reels were purchased. In the new building was sleeping accommodation for twelve men with light, heat and water supplied free. The fees paid the brigade were at the rate of 60 cents an hour while in attendance at fires.

Water for the steam engine was supplied from eleven tanks located on various parts of the city. They held 12,000 gallons of water each and were filled by the steamer placed down at the river bank. One of these old tanks is still in use located at the corner of Kinistino and Jasper.

### **Waterworks System Installed.**

The installation of the waterworks in the city, and the hydrants for fire protection rendered the use of the engine unnecessary, except under very exceptional circumstances, and although always ready for emergencies it is now held in reserve.

### **The New Regime,**

The first step in the formation of a paid brigade was taken with the arrival of the newly appointed chief, R. G. Davidson, of Sherbrooke, Quebec. The son of the man who for forty years had been in charge of the fire department of the eastern city, himself born in the fire hall and for many years in the service, Chief Davidson brought with him to Edmonton a valuable experience in up-to-date methods of fire fighting. A short time before he reached the city the volunteer brigade had gone on strike owing to a disagreement with the council, and the city was then being protected by five or six men only, who had been retained in the service. Chief Davidson reached Edmonton April 15th, 1906,



P. J. MAHY

R. DAVIS



R. S. ANDERSON



F. DOUGHERTY

J. H. NURSEY



# Fire

Your next order for lumber to us. We will deliver first class material at reasonable prices to your house, almost as quickly as the Edmonton Fire Brigade gets on the scene after an alarm of fire has been sent in.  
Satisfaction Guaranteed.

## **ALBERTA LUMBER Co. Limited**

Phones :—Main Office 2138, Factory 2143,  
Norwood Yard 2030.

**ARE YOU GOING TO  
B U I L D ?**



If so it will pay you to buy materials  
from

## **Cushing Bros. Co. Limited**

# John Walters

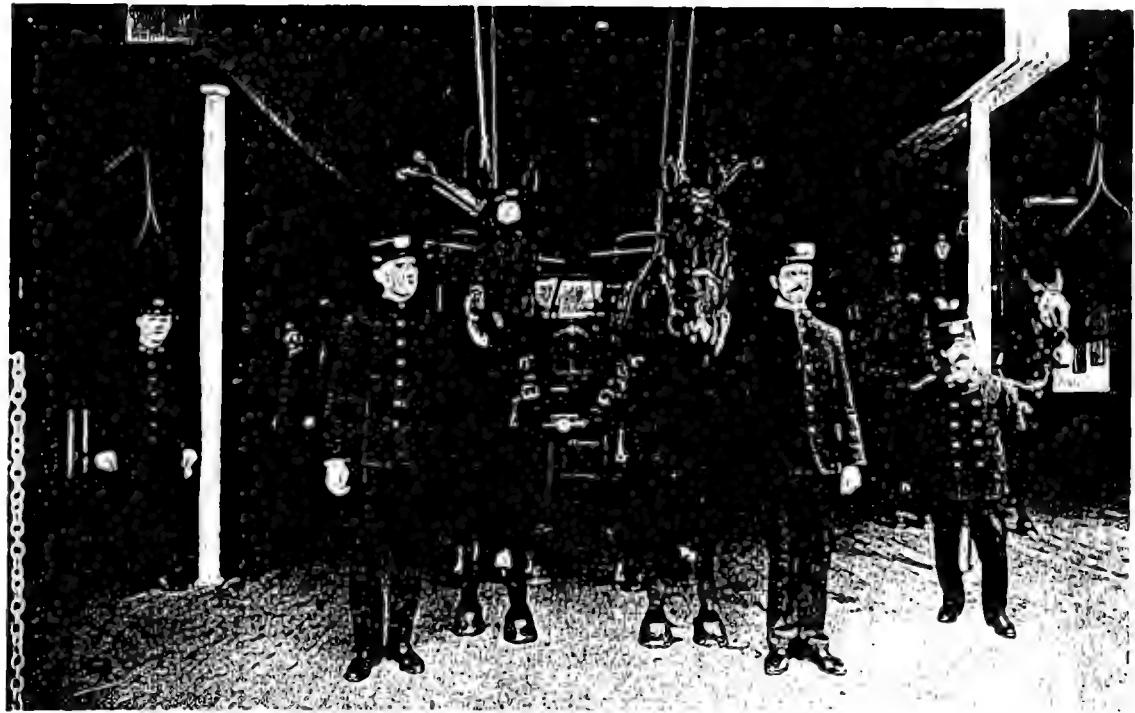
Manufacturer of and Dealer in  
all kinds of

## Native Lumber



Ferry Crossing, Strathcona  
Phone 3040. P.O. Box 116

1st St., Edmonton  
Phone 1628



INTERIOR VIEW OF NO. 1 FIRE HALL

and the next morning took charge. His first report on organization embodied a recommendation for the construction of sub-stations and a fire alarm system which has since been acted upon.

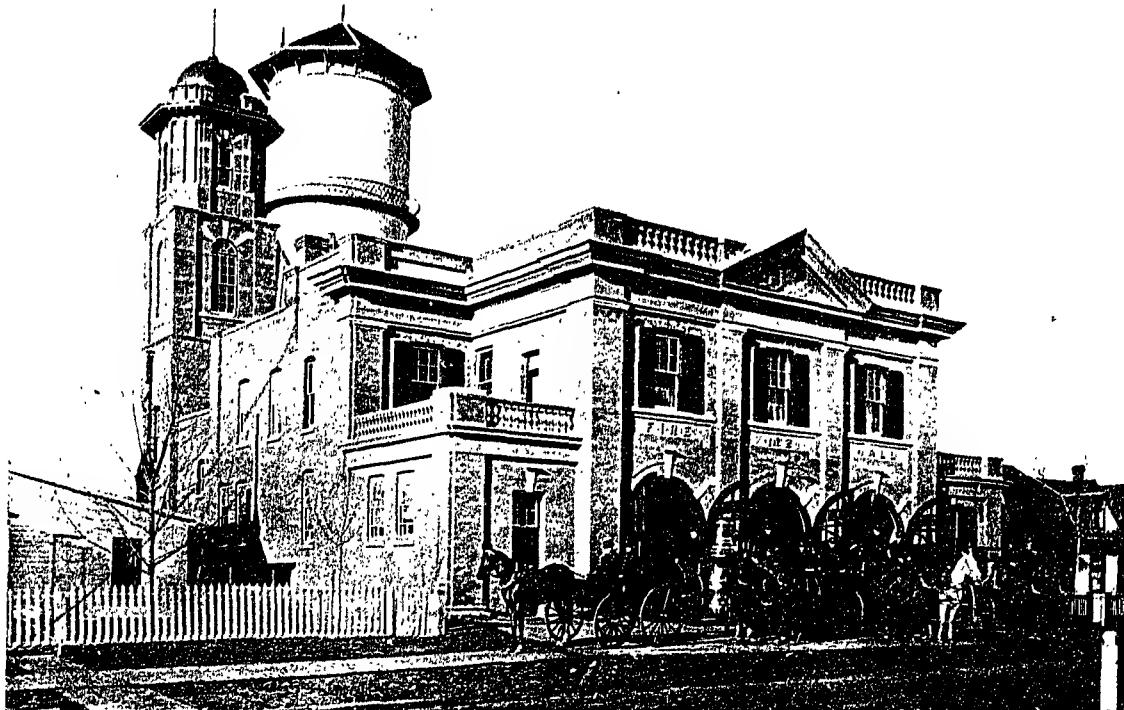
During the year 1906 new equipment was secured and the number of men increased to ten.

In the spring of 1907 the installation of the Gamewell Fire Alarm System was begun and on August 23 the first alarm was pulled in over the line. The system is worked on four circuits, with a four circuit repeater and Storage Battery. There are over 20 miles of 10 B. S. Weather proof copper wire--with 44 non-interfering boxes installed throughout the city. The installing of this system being done by the members of the Department under the supervision of R. W. Border Fire Dept. Electrician.

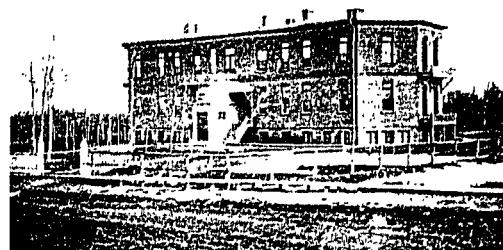
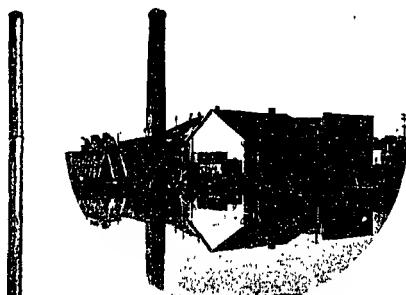
Operations on the East End Fire Hall known as No. 3, were started on May 1 1907, the building was completed and put in operation on Oct, 18 of same year. In charge of Capt. Lauder with 6 men—The apparatus in this Hall consists

of Chemical engine "Seagrave" single sixty carrying 2 hand extinguishers, short ladder equipment and other necessary appliances, City Hose wagon "Seagrave" carrying 1200 feet of 2½ inch hose, "Paragon" short ladder equipment, axes, bars, etc., with four horses in this hall for Fire Duty only. This station is equipped with Automatic Stall and Engine house door openers, connecting the alarm system with 16 inch gong and a "Gamewell" indicator.

During the summer of 1907 the construction of No. 2 Fire Hall was begun but only the foundation was completed that year. However the work was resumed early this spring the building being completed and put in service on the 17th day of August 1908, in charge of Capt Murray, with 9 men. The apparatus in the Hall consists of—Chief's Buggy, "Seagrave" chemical engine, "Seagrave" single sixty with hand extinguisher, short ladder equipment and other necessary appliances, city hose wagon "Seagrave" carrying 1200 feet 2½ inch "Paragon" hose, steam fire engine "Ronald" 2nd size. From



NO. 2 FIRE HALL—FOURTH STREET



POWER HOUSE  
INCINERATOR

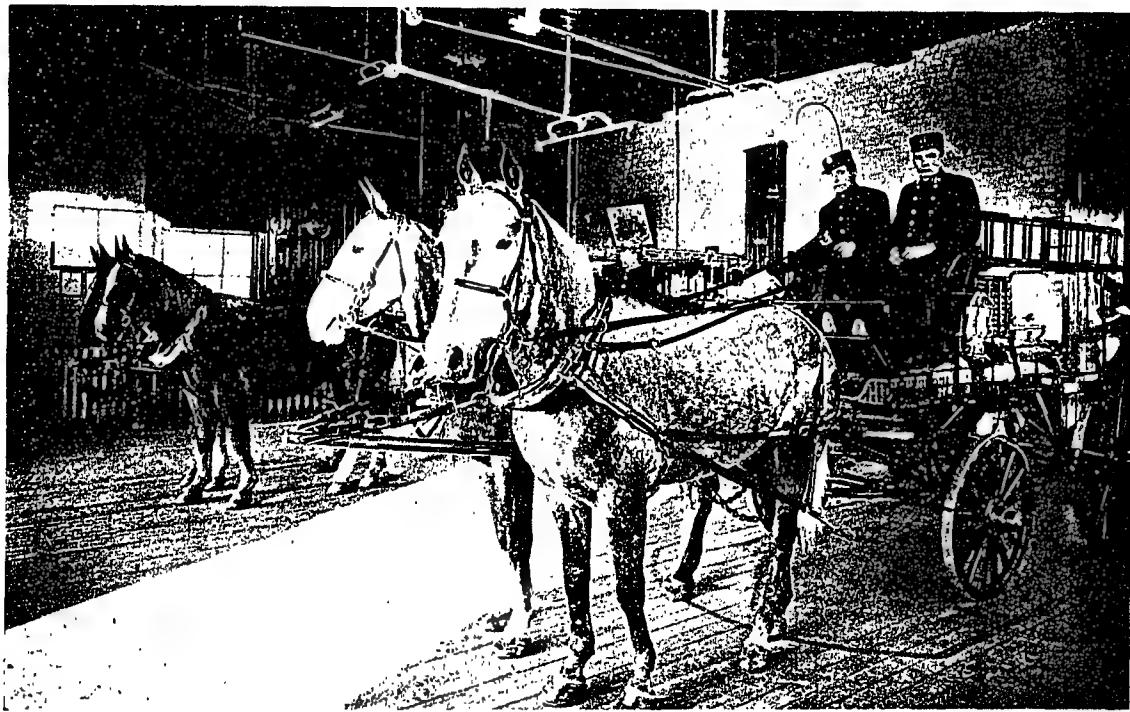
ISOLATION HOSPITAL  
TELEPHONE BUILDING



E. E. MURRAY  
CAPTAIN NO. 2 FIRE HALL



R. RADNOCK  
LIEUT. NO. 2 FIRE HALL



INTERIOR VIEW OF NO. 3 FIRE HALL



J. McLAUGHLIN



R. STRATHDEE  
H WHITEHOUSE



T. McNAUGHTON

ESTABLISHED

1853

## Ross Bros., Ltd.

The Largest Hardware House in Alberta. Dealers in Shelf and Heavy Hardware, Logging and Mining Supplies. Headquarters for Rifles and Sporting Goods. It pays to buy at

### Ross Bros., Ltd.

337-341 Jasper E.

## ..... Clty Flour Mills .....

### Brands of Flour:

WHITE ROSE, Fancy Patent  
STRONG BAKERS  
GOLDEN HARVEST.

Bran, Shorts and all kinds of Mill Feed for Sale.

## Campbell & Ottewell

## National Trust Company Limited

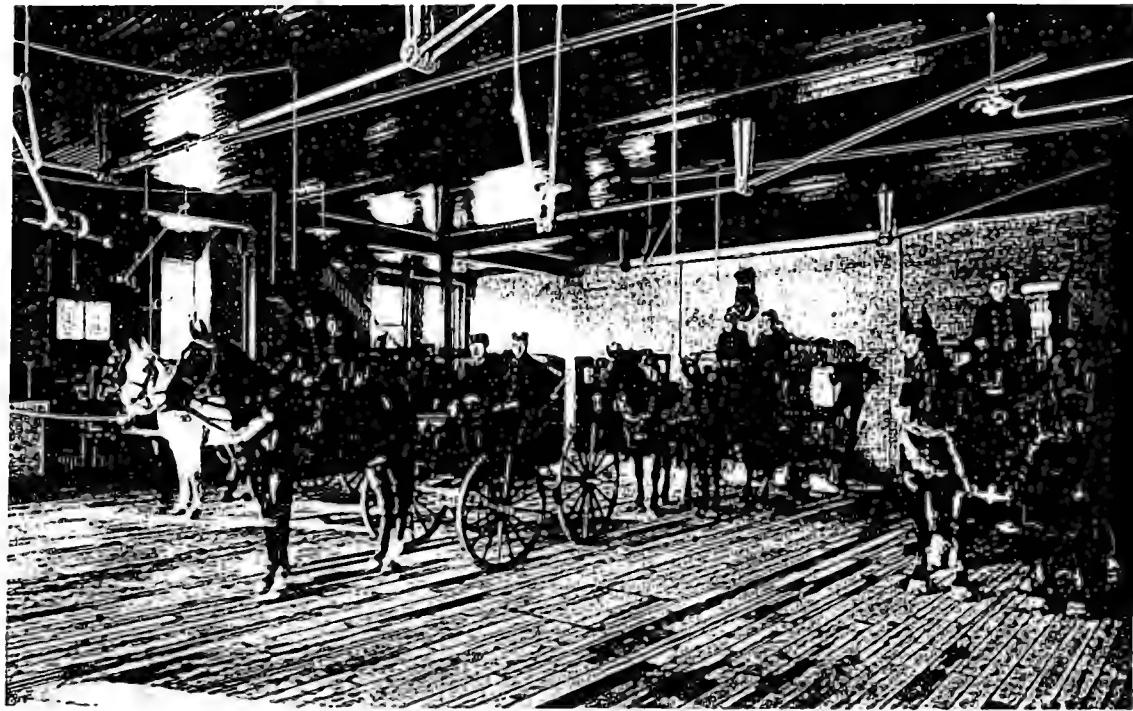
SECURITY  
FOR YOUR  
EARNINGS

This Company offers to wage-earners a safe plan for their earnings with

**FOUR PER CENT.  
INTEREST**

Compounded and added to account quarterly.

A. M. STEWART,  
BRANCH MANAGER



INTERIOR VIEW OF NO. 2 FIRE HALL

J. B. McCULLA

A GOOD ALL ROUND HOTEL

F. V. PEACOCK

## King Edward Hotel

EDMONTON, ALBERTA

FIRST CLASS SAMPLE ROOMS  
IN CONNECTION

Rates \$2.50 per day

## The Red Cross Pharmacy

We put up your prescriptions exactly  
as the doctor orders.

### WE NEVER SUBSTITUTE

Phone 1633  
125 Jasper Ave. W.

John H. Lines, Phm.B.

A Tobacco for discriminating  
Smokers is

## Pratt's Regal Mixture

Of magnificent Aroma, does not bite the tongue. A luxury to  
all cultured smokers. For sale at

## PRATT'S CIGAR STORE

## The Standard Plumbing and Heating Co. Ltd.

### Wholesale Dealers

In Wrought and Cast Iron Pipe, Fittings, Valves, &c.  
Plumbers and Steam Fitters supplies.

### CONTRACTORS

For Steam and Hot Water Heating, Plumbing and Sheet  
Metal Work.

Winnipeg

Edmonton

Strathcona

## Ames-Holden Limited

Canada's Largest Shoe Manufacturers

W H O L E S A L E  
Shoes and Granby  
Rubbbers

658 Third Street.

EDMONTON



H. S. MIGHELL



D. FRASER  
J. JAMIESON, ENGINEER



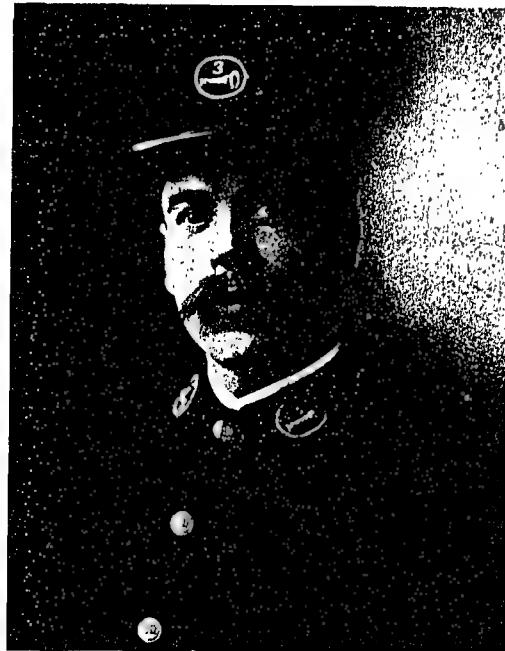
W. McCARTNEY



NO. 3 EIRE HALL, KINISTINO AVE.

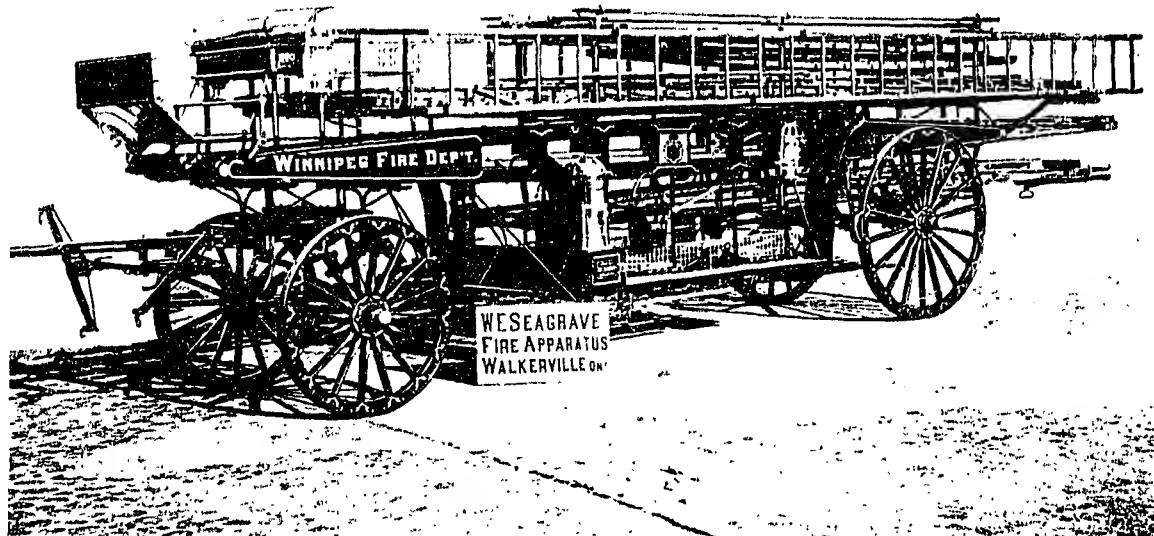


S. MCNAUGHTON  
CAPTAIN NO. 3 FIRE HALL



O. HOGAN  
LIEUT. NO. 3 FIRE HALL

Largest Cities and Smallest Towns use  
**W. E. SEAGRAVE FIRE APPARATUS MADE IN WALKERVILLE, ONT.**



There is a Reason:—The name W. E. Seagrave Guarantees the Best, the Lightest, the Strongest, the most Economical in Operation and Maintenance. No order too large. No order too small. Consult us before buying. All Edmonton Fire Department Apparatus was supplied by W. E. Seagrave.



N. TURGEON

JAMES WRIGHT

W. BLITCH

W. C. WILLIAMS

F. L. WALKER

this station is operated the City Ambulance, which was presented to the City by the Westward Ho Chapter of the Daughters of the Empire. This Ambulance is maintained and operated by the members of the Fire Dept., with no additional expense to the City, and is free of charge. During the three months, the Ambulance has been in service over 80 calls have been answered.

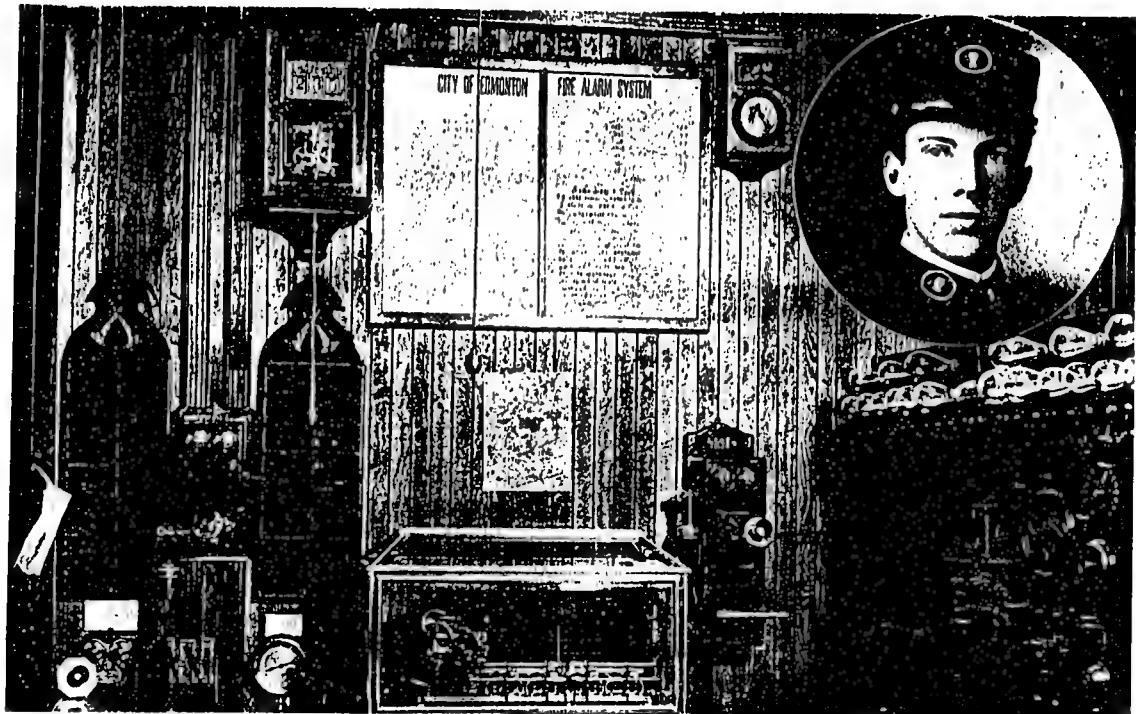
The Fire Alarm system has been extended during the past year, and 10 more non-interfering boxes installed, which now gives us 54 alarm boxes in the City.

### **Excellent Fire Equipment.**

With the three Fire Halls in service, Edmonton, has unsurpassed fire protection, the equipment consists of Chief's Buggy, Steam Fire Engine, Three Chemical Engines, Three City Hose Wagons, One City Hook and Ladder

Truck, Trussed Ladders and a full complement of Tools and Appliances. Thirty one paid men, sixteen horses with 7200 feet of Paragon hose. Each station is fully equipped with the most modern appliances in the way of controlling and distributing nozzles and deluge sets.

Already the improvements in the Fire Dept. have resulted in a reduction of the fire insurance rates, though a further reduction is looked for and deserved. In July 1906 the classification of Edmonton was changed to a "Base Rate" of \$1.00, and since that time two reductions have been granted upon improvements in the Fire Dept. one of 15 cents and the other of 10 cents which now places our Base Rate at 75c. and when the reduction allowed is figured out on the annual premiums paid in this City it shows a great saving to ratepayers.



CENTRAL STATION EQUIPMENT OF FIRE ALARM SYSTEM  
R. W. BRODER FIRE DEPARTMENT ELECTRICIAN



## Bitulithic and Contracting Limited.

354 Main St.  
Winnipeg, Man.

—  
VICE-PRES AND GEN. MGR.  
**W. M. MacPHAIL, B. A. Sc.**  
A. M. CAN. SOC. C. E.

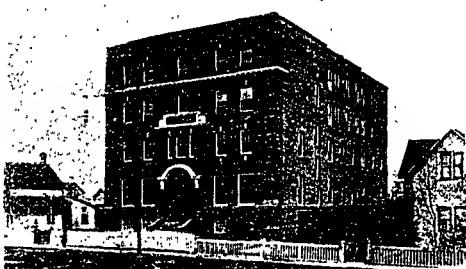
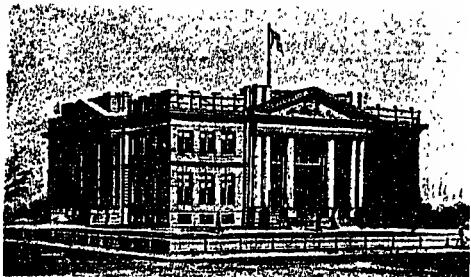
# Confidence

WATCH THOSE HORSES when the Fire Apparatus turns and gallops down a street paved with BITULITHIC. They turn on a trot and are IMPATIENT TO STRIKE THEIR GAIT—A few immense heaves of the glossy flanks—A strain of arched necks against the collars—The creak of stretching leather—A rattle of harness, and THEY'RE OFF.

Down the street they go FULL GALLOP—Every fore-foot striking and HOLDING FIRM—the straining body gathering for ANOTHER MIGHTY STRIDE. The hind feet pressed SOLIDLY against the pavement giving the legs the PROPER BRACE for the next throw of their BODIES into the COLLARS.

SEE THEM SETTLE DOWN TO IT, FULL SWING. No Fear.—They are CONFIDENT. NO hesitating, EXTENDED to their FULLEST. Straining every muscle, they're putting their WHOLE ENERGY into it and GOING EVENLY AND SAFELY, SECURE AND SOLID. WHY?

BECAUSE THEY KNOW BITULITHIC.  
THEY KNOW THEY WILL NOT SLIP  
THEY KNOW THEIR FEET WILL HOLD  
THEY HAVE CONFIDENCE IN BITULITHIC.



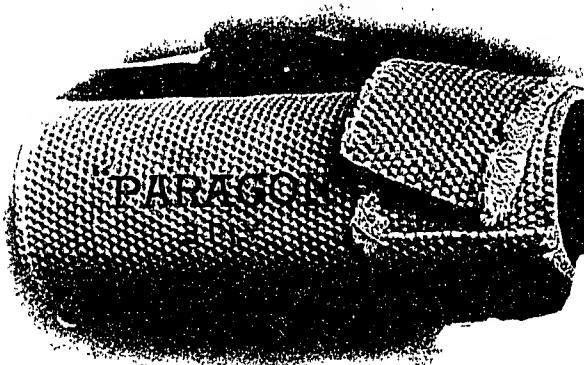
**GENERAL POST OFFICE  
PENITENTIARY**

**NEW COURT HOUSE  
Y.M.C.A.**

# Fire Hose That Has Class

"Paragon" brand 3 ply Solid Woven Cotton  
Rubber Lined Fire Hose.

The below represents 3000 feet of "Paragon" Fire Hose  
delivered to the City of Edmonton in 1907.



Cut of "Paragon" Hose showing the 3 plies.

"Paragon" 3 ply "Red Cross" 2 ply  
Cotton Rubber Lined Fire Hose

LEAD ALL OTHERS

Rubber Goods and Fire Department  
Supplies of every Description.

**The WINNIPEG RUBBER CO., LIMITED**  
WINNIPEG and CALGARY



**CITY AMBULANCE**—Presented to the City of Edmonton by the Westward Ho! Chapter Daughters of the Empire,  
and operated by the Fire Department.

J. Y. Griffin & Co., Ltd.



Government  
Inspected  
Meats.

Edmonton, - - Alberta.

## ..Bank of Montreal..

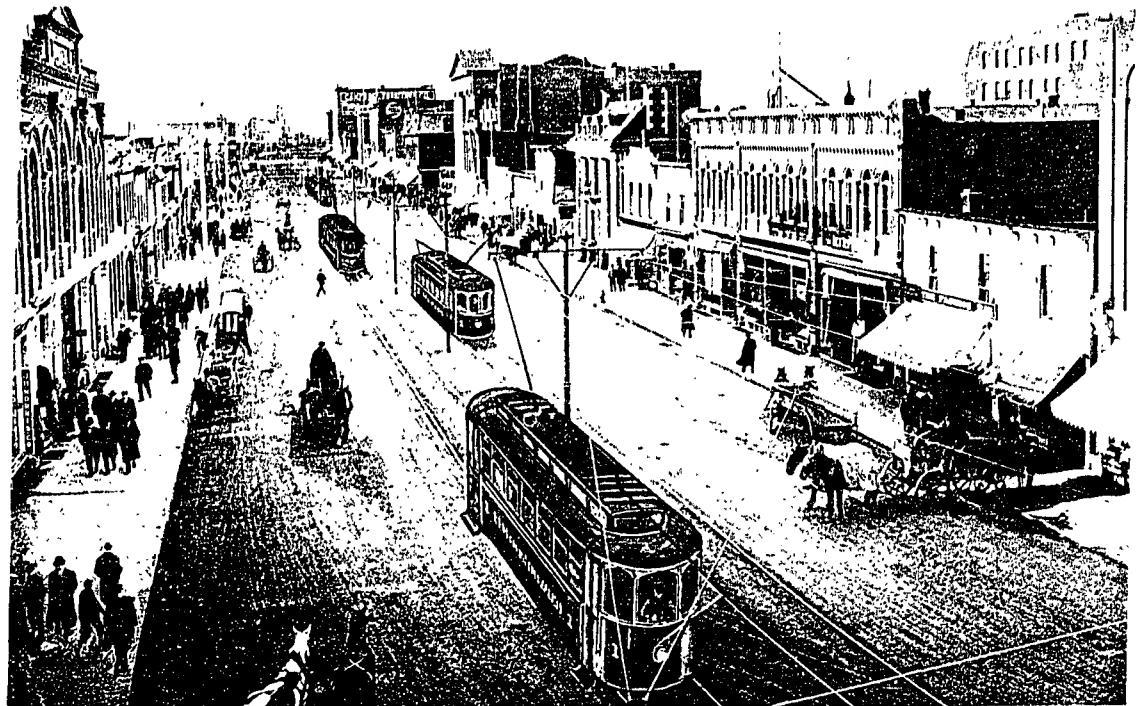
Established 1817

Capital, (paid up)	-	-	\$14,400,000.00
Rest,	-	-	\$12,000,000.00
Total Assets,	-	-	\$183,694 000.00

Head Office, Montreal.

A General Banking Business Transacted.  
Interest allowed on Deposits of One Dollar and upwards at current rates in Savings Bank Department.

E. C. Pardee,  
Manager, Edmonton Branch



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For Anything in

Groceries, Biscuits or  
Confectionery

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Wire, Write or Phone

Foley Bros. Larson Co.

Wholesale Grocers and Importers

EDMONTON,

ALBERTA

... T H E ...

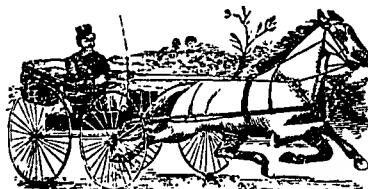
McInnis Lumber Co. Ltd.

Native and Imported Lumber, Shingles,  
Lath, Lime, Windows, Doors, Turnings,  
Etc., Etc., furnished at lowest prices.

Office and Factory  
920 Jasper Ave. East

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P. O. Box 829



FIRST CLASS OUTFITS TURNED OUT,  
IN FIRE BRIGADE TIME,  
RING UP 1234 ONCE,  
EASIEST NUMBER IN THE BOOK.



JASPER AVENUE LOOKING EAST FROM QUEENS AVENUE

**WHOLESALE**  
Phone 1021

**RETAIL**  
Post Box 1859

## Jas. A. Powell & Co.

DEALERS IN

All kinds of Agricultural Implements and Machinery  
Wagons, Carriages,

Sample Rooms and Offices

Cor. Fraser Ave. and Rice St.  
Edmonton

PHONE 1478

## Madam S. Gay Raymond

HAIR DRESSING PARLOR

ELECTROLYSIS  
MANICURING  
MASSAGE

542 JASPER WEST  
EDMONTON

We Carry the Following Expressly for  
The Firemen.

## The Royal Blue Shirt

Congress Shoes, Kangaroo uppers, Viscolized and Goodyear  
Welted soles (waterproof) manufactured for firemen. All kinds  
of Wool and Cotton Underwear, Mitts and Gloves.

## Mac's Clothing Store

Corner Namayo and Clara Edmonton

## The Boston Store

Largest Stock of Men's Wear in the City. Sole agents for  
Foot-Rite Shoes and C. N. & R. Clothing.

291  
Jasper East

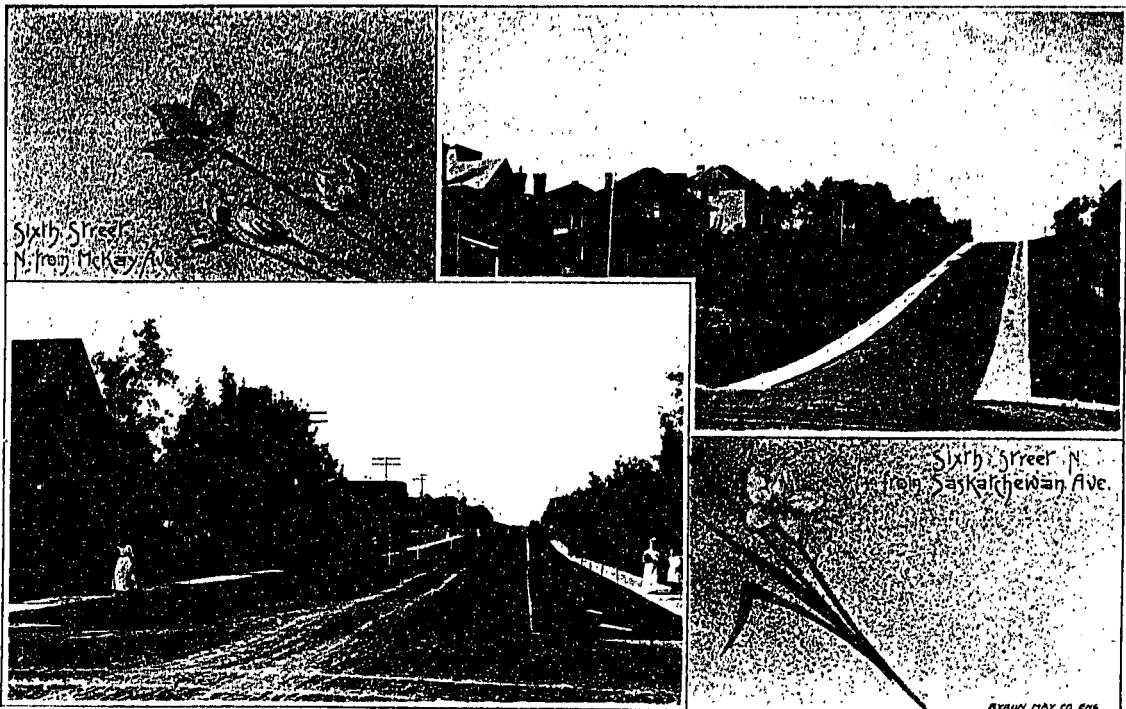
## Hart Bros.

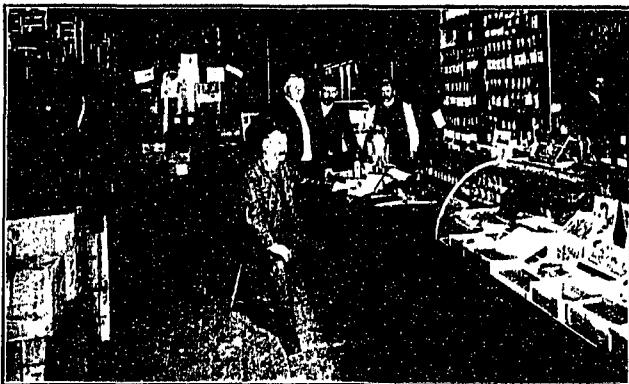
..... Smart Turn-Outs .....  
CARRIAGES, CUTTERS, HARNESS

Agents for  
Peterborough Canoes, Skiffs and Launches

## THE BELLAMY CO.

Cor. Rice and Howard Ave. Edmonton, Alta.





## J. B. Mercer

The Largest Importer and Dealer in Wines, Liquors  
and Cigars in the West.

AGENT  
**Calgary Brewing & Malting Co.**

Store and Bonded Warehouses  
137 Jasper Ave. E., Edmonton.

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Established 1886  
Edmonton's Popular Store for Twenty-two Years

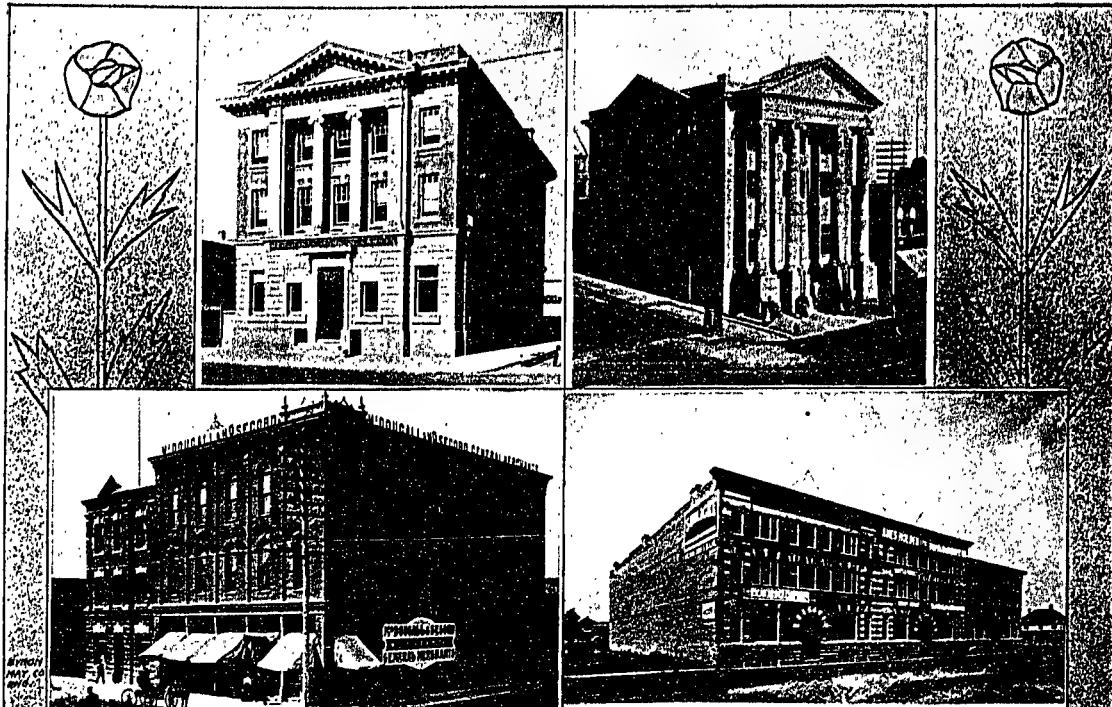
Dry Goods, Men's Furnishings,  
Ladies' Wear, Boots  
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On February 1st, we take over the  
store next door, which will give us  
very greatly increased floor space, and  
enable us to give our customers better  
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## Christmas Goods

Our Big Stock of Christmas Goods  
and Novelties is worth your seeing.

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MERCHANTS BANK  
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BUILDINGS



RESIDENCE OF MR. W. JOHNSTON, EAST EDMONTON

Blocks Furnished by

### The EDMONTON CONCRETE COMPANY

Manufacturers of Sewer Pipes, all sizes, and  
Terrazzo Flooring.

Visit the Big

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For all your needs in China, Glassware,  
Household Goods, Notions, etc.

Cor. 2nd and Jasper. W. H. Reed, Prop

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JAS. BREHAUT, PROP.

### The Western Coal Co. Edmonton, Alta.

144 McDougall Ave. NEAR POST OFFICE

## Pittsburg Safe

THE SAFE THAT SAVES

Robertson Safe & Typewriter  
Company  
630-2-4 FIRST STREET

### High Class Laundry Steam Plant

129 Fraser Ave. Work Guaranteed  
Song Lee, Prop.



**THE CAPITOL**

The Government Buildings as they will appear when completed; the foundations are all in, and part of the first elevation

# The Canadian Bank of Commerce

Established 1867

Capital Paid-up	-	\$10,000,000
Rest	-	- \$ 6,000,000

## Head Office, Toronto

B. E. WALKER, President. ALEX. LAIRD, Genl. Manager  
A General Banking Business Transacted

## Savings Bank Department

Deposits of One Dollar and upwards received, and interest allowed at current rate.

Accounts may be opened in the names of two or more persons, withdrawals to be made by any one of the number or by the survivor.

Branches in every Province in Canada and in the United States and Great Britain.

Edmonton, Branch

T. M. TURNBULL,  
Manager

## Ask For

"Canada Dry" Pale Ginger Ale  
—Equal to Anything Imported.—  
**J. J. McLaughlin Ltd.**



Manufactured in Edmonton

Phone 1436

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If you want something reliable and something which will give you satisfaction. You cannot do better than visit the Hudsons Bay Stores. We have built up an immense trade simply by giving to everybody, conscientious, square and fair dealing and the best possible value for your money. We carry a great stock of General and Fancy Dry Goods Ladies Ready to Wear Goods, Gents Clothing, Boots and Shoes, Carpets, Linoleums, Wall Paper, Crockery, Wines, Spirits and Groceries.

**HUDSONS BAY CO.**



WEE MACGREGOR. FIRE DEPT. MASCOT

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